

HV U GT TH MSG? NEW MOBILE RESEARCH REVEALS MORE ABOUT TXT AND BEYOND

Submitted by: Om Marketing Limited

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New research unveiled from mobile solutions providers MATERNA

High Wycombe – 5th March 2002 The SMS and Messaging Audit 2002 conducted at SMS 2002 in London in February and commissioned by mobile solutions providers, MATERNA Communications shows that:-

- Thumbs up for mobile information - 56 % of respondents presently receive mobile information services with approximately a quarter being paid services.

- Seeing is believing - 64% of respondents would like more audio/visual input with information services. Over 65% of which were prepared to pay for this richer content.

- You can bank on it – 65% of respondees would like bank account information such as a warning before going overdrawn sent to their mobile phone.

- That's entertainment – 69% of respondees would download cinema, theatre or other entertainment discount vouchers from the web to their mobiles.

Michael Ohajuru, Sales and Marketing Director at MATERNA explains the findings: “The mobile user is becoming increasingly savvy about the usefulness of mobile information and permission based mobile marketing and the Internet. Increasingly users see SMS as a great medium for getting the information they want how and when they want it.”

“The willingness of mobile users to pay more for content rich information services will add weight to the argument for MMS and other more sophisticated forms of mobile content. MMS will fuel the need for upgrading mobiles as only a small number of phones support it as present. However, it looks like the users will also be demanding more sophisticated services too, which will only be available as MMS or similar deliverables.”

****COLOUR GRAPHICS OF RESEARCH RESULTS AVAILABLE ELECTRONICALLY****

****COLOUR PHOTOGRAPHY AVAILABLE UPON REQUEST****

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Additional Information:

THE RESEARCH: SMS & Messaging Audit

The research survey was conducted in February 2002 at the SMS 2002 Show in London. It comprised 109 respondents from across all industry sectors. The full research results will be available towards the end of March. Please contact Omarketing to receive a copy on +44 (0)208 255 5225 or by e-mailing Michele

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About MATERNA Information & Communications

The MATERNA group is a leading software distributor specialising in information and communications technology. The company currently employs over 1,250 members of staff worldwide and achieved a turnover in 2000 of 178 million Euro (DM 349 million). In addition to its headquarters in Dortmund, the company has branch offices throughout the whole of Germany as well as in France, Austria, Belgium, the Netherlands, United Kingdom, the Czech Republic and Hong Kong. MATERNA's Business Unit Information creates e-business solutions for electronic trading on the Internet. The Internet strategy "e3-solutions" comprises services in the fields of e-business, e-customer relationship management and e-management. The Business Unit Communications offers products and solutions in the areas of mobile solutions and unified messaging. These primarily include mobile value added services based on WAP and SMS, which are marketed under the brand name Anny Way.

More information is available at <http://www.materna.com>

